

Message Text

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PAGE 01 BREMEN 00292 111107Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W
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R 111025Z MAY 78
FM AMCONSUL BREMEN
TO USDOC WASHDC
INFO SECSTATE WASHDC 2613
AMEMBASSY BONN
AMEMBASSY BERN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMCONSUL DUESSELDORF
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
AMEMBASSY VIENNA

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E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: FOREIGN BUYERS PROGRAM (FBP): FOOD AND DAIRY
EXPO 78, NOVEMBER 5-9, ANAHEIM, CALIFORNIA

1. SUMMARY: AMCONGEN BREMEN HAS BEEN ASSIGNED COUNTRY-WIDE RESPONSIBILITY FOR PROMOTING GERMAN ATTENDANCE AT THE FOOD AND DAIRY EXPO 78, NOV. 5-9, ANAHEIM, CALIFORNIA. WE HAVE ASSISTED AMERICAN EXPRESS COMPANY, BREMEN, IN DESIGNING A TRAVEL PACKAGE WHICH INCLUDES A VISIT TO THE SHOW AND PLANT VISITS IN ILLINOIS FROM NOV. 4-12. IF NUMBER OF TRAVELERS REACHES TWENTY OR MORE, CONSULATE PROPOSES TO SEND ONE ESCORT WITH THE GROUP. REQUEST USDOC PROJECT OFFICER ANSWER FOLLOWING: (1) CAN PROJECT OFFICER ENSURE FOREIGN VISITORS ARE PREREGISTERED AND BADGES PREPARED FOR EACH? (2) CAN UNCLASSIFIED

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PROJECT OFFICER MATCH VISITORS' WITH EXHIBITORS' INTERESTS AND PREPARE LIST OF U.S. EXHIBITORS WILLING TO MEET GERMANS? (3) CAN PROJECT OFFICER DETERMINE WHAT PLANT VISITS ARE BEING ARRANGED IN CALIFORNIA DURING THIS SHOW? (4) CAN \$250 PER PERSON ADMISSION FEE FOR FOOD/DAIRY EQUIPMENT MANUFACTURERS BE WAIVED? CONSULATE'S GAME PLAN IS DESCRIBED BELOW. END SUMMARY.

2. AMCONGEN BREMEN HAS ASSISTED AMERICAN EXPRESS COMPANY DEVELOP A TRAVEL PACKAGE WHICH INCLUDES THREE DAYS AT THE SHOW AND TWO DAYS FOR PLANT VISITS IN THE CHICAGO AREA. WITH THE TRAVEL PACKAGE IN HAND AND FOREIGN BUYER PROGRAM SERVICES TO SELL, WE WILL CALL ON NINE TRADE ASSOCIATIONS TO EXPLAIN TRIP AND REQUEST THEIR COOPERATION IN ENCOURAGING THEIR MEMBERS TO ATTEND THE SHOW BEFORE BEGINNING OUR DIRECT MAIL CAMPAIGN.

3. IN JUNE AN INITIAL INVITATION LETTER MASS MAILING WILL BE SENT TO ALL PROSPECTIVE ATTENDEES WITH A RETURN REPLY REQUEST CARD ENCLOSED. IN JULY A PUBLICITY CAMPAIGN, INCLUDING A PRESS RELEASE AND AN ARTICLE ON THE STATE OF THE ART IN THE UNITED STATES' DAIRY INDUSTRY WILL BE PREPARED AND SENT TO TRADE MAGAZINES AND ASSOCIATIONS, CHAMBERS OF COMMERCE AND THE USA-HANDEL. IN AUGUST A TRAVEL PACKAGE FOLLOW-UP CAMPAIGN WILL BE CONDUCTED TO CONVINCE THOSE WHO RESPONDED TO THE MASS MAILING TO TRAVEL TO FOOD EXPO. IN SEPTEMBER A TELEPHONE CAMPAIGN WILL BE INITIATED IN A LAST DITCH DRIVE TO SIGN UP THOSE WHO DID NOT RESPOND TO THE TRAVEL PACKAGE MAILING. A FINAL REPORT OF PARTICIPANTS AND THEIR INTERESTS WILL BE SENT TO USDOC ONE MONTH PRIOR TO THE SHOW'S OPENING.

4. IN ADDITION TO OUR DIRECT MAILINGS, WE PLAN TO PROVIDE TRADE ASSOCIATIONS WITH INFORMATION ON THE TRIP WITH WHICH UNCLASSIFIED

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THEY CAN ADVISE THEIR MEMBERSHIP. THEREFORE, WE ASK USDOC ANSWER FOLLOWING QUESTIONS:

(A) WILL THERE BE TECHNICAL SEMINARS? IF SO, PLEASE PROVIDE SPEAKERS' NAMES AND TOPICS.

(B) WILL USDOC PROJECT OFFICER ARRANGE PLANT VISITS NEAR SHOW SITE?

(C) IS THERE LIST OF EXHIBITORS' PRODUCTS? IF SO, PLEASE SEND TO BREMEN.

(D) WILL A LIST MATCHING EXHIBITORS' AND BUYERS' INTERESTS BE PREPARED FOR DISTRIBUTION TO BUYERS BY USDOC PROJECT OFFICER?

(E) CAN \$250 ENTRANCE FEE FOR MANUFACTURERS BE WAIVED FOR FOREIGN VISITORS? (SEE PRECEDENT SET IN 77 BREMEN 450).

5. ACTION REQUESTED: USDOC PLEASE RESPOND TO PARA FOUR (A) THROUGH (E) BY MAY 22, 1978. SCHIFFMAN

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